

What is claimed is:

1. A beverage modification system comprising:
  - a) a container containing a fruit-flavored liquid beverage composition
  - b) a cap comprising a pouch and a pouch opener;
  - c) a modification composition retained by the pouch;wherein when the cap is secured onto an opening of the container containing the liquid beverage composition and when the pouch opener is activated, the modification composition is released from the pouch and mixes with the liquid beverage composition to produce a modified beverage composition having a different color and different flavor than the liquid beverage composition.
2. The beverage modification system of Claim 1 wherein the liquid beverage composition comprises from about 0.01% to about 5% of a flavoring agent, by weight of the liquid beverage composition.
3. The beverage modification system of Claim 2 wherein the modification composition is in a form selected from the group consisting of powders, liquids, tablets and mixtures thereof.
4. The beverage modification system of Claim 3 wherein the modification composition comprises an agent selected from the group consisting of coloring agents, flavoring agents and mixtures thereof.
5. The beverage modification system of Claim 4 wherein the liquid beverage composition comprises at least about 0.002% of a coloring agent, by weight of the liquid beverage composition.
6. The beverage modification system of Claim 4 wherein the liquid beverage composition is cloudy.
7. The beverage modification system of Claim 4 wherein the liquid beverage composition comprises from about 0.002% to about 0.1% of a coloring agent, by weight of the liquid beverage composition.
8. The beverage modification system of Claim 6, wherein the pouch opener comprises a blade that cuts into and opens the pouch when the cap is twisted onto a bottle.

9. The beverage modification system of Claim 6, wherein the pouch opener comprises a plunger that opens the pouch when it is pressed down and through the pouch.
10. The beverage modification system of Claim 6, wherein the cap further comprises a removable retaining ring that protects the pouch from being opened prematurely.
11. The beverage modification system of Claim 6 wherein the liquid beverage composition comprises from about 0.5% to about 10% fruit juice, by weight of the liquid beverage composition.
12. The beverage modification system of Claim 11 wherein the modification composition comprises from about 0.1% to about 4% of a coloring agent, by weight of the composition.
13. The beverage modification system of Claim 12 wherein the liquid beverage composition comprises from about 0.004% to about 0.01 % of the coloring agent, by weight of the liquid beverage composition.
14. The beverage modification system of Claim 13, wherein the container is an oxygen-barrier package, and is preferably a bottle.
15. The beverage modification system of Claim 13 wherein the modification composition comprises from about 1% to about 15% of a flavoring agent, by weight of the composition.
16. The beverage modification system of Claim 15 wherein the modification composition comprises from about 1% to about 2% of a coloring agent, by weight of the composition.
17. The beverage modification system of Claim 16 wherein the ratio of the modification composition to liquid beverage composition is from about 1:1000 to about 1:10, by weight of the modified beverage composition.
18. The beverage modification system of Claim 6 comprising vitamins and minerals.
19. The beverage modification system of Claim 6 wherein the modification composition comprises effervescence.
20. The beverage modification system of Claim 16 wherein the modification composition comprises from about 3% to about 10% of a flavoring agent, by weight of the composition.